



## **SOCIAL MEDIA TOOLS FACEBOOK, TWITTER AND BLOG SAMPLES**

**PROSTATE CANCER AWARENESS MONTH  
September 2016**



### *A guide to your social media needs*

The following link directs you to a toolkit created by George Washington University (GW) that offers social media guidelines for the entire month of September. The GW toolkit will help you create a simple social media strategy. The toolkit provides exact dates to tweet and post on Facebook along with multiple examples of social media messages. You can follow the timeline provided without having to create one of your own. Don't know how to use Facebook or Twitter? That's okay! The GW toolkit will help you familiarize yourself with the basics. It is an excellent resource to make social media an easy way to reach your community.

[https://smhs.gwu.edu/cancercontroltap/sites/cancercontroltap/files/Prostate\\_SocMediaToolkit%202016.pdf](https://smhs.gwu.edu/cancercontroltap/sites/cancercontroltap/files/Prostate_SocMediaToolkit%202016.pdf) (Source: GW Cancer Institute)

*Below you will find sample Facebook postings and Tweets from the GW toolkit. Please click the link above for the complete toolkit. Additionally, a sample blog post created by CRFPU has been provided. Feel free to adapt the messages in a way that works best for your community!*

## SAMPLE FACEBOOK POSTINGS (Source: GW Cancer Institute)



*Different people have different symptoms for #prostatecancer. Here are some symptoms you can look out for: <http://1.usa.gov/1Xs8nCA>  
#pcsm*

*Here is a simple health guide to help you understand normal prostate changes and #prostatecancer signs and symptoms, risk factors and screenings. Talk to your doctor for more information: <http://1.usa.gov/1VfPL8C>*

*Did you know that #prostatecancer is the most common cancer among men in the US aside from nonmelanoma skin cancer? Talk to your doctor to see if you should get screened for prostate cancer: <http://1.usa.gov/1WKUss9>*

*September is #ProstateCancer Awareness Month! Start by learning about what the prostate is:  
<http://1.usa.gov/1XNBWik>.  
1 in 7 American men will be diagnosed with prostate cancer in their lifetimes. The good news is it's often treatable. Learn how to protect our fathers, our sons, our brothers, our friends, and husbands.  
[www.pcf.org](http://www.pcf.org) (Source: Prostate Cancer Foundation)*

## SAMPLE TWEETS (Source: GW Cancer Institute)

Having a father, brother or son who has had #prostatecancer puts you at increased risk. Take charge! Learn more: <http://1.usa.gov/1sNat4Y>



#Clinicians: Find the latest on #prostatecancer survivorship care from @AmericanCancer: <http://bit.ly/ACSPrCa>



Different types of treatment are available for #prostatecancer. Decide w/ your doctor about which is right for you: <http://1.usa.gov/1NHxhfv>



Need help talking to your doctor about getting screened for #prostatecancer? This infographic may help: <http://1.usa.gov/1TuZG5E> #pcsm

Being told you have #prostatecancer can be scary. Here are some Qs to ask your doctor to get the information you need: <http://bit.ly/1U9wO55>



## SAMPLE BLOG



### SPEAKING OUT FOR PROSTATE CANCER AWARENESS



September is Prostate Cancer Awareness Month. The Maryland Department of Health and Mental Hygiene is educating Maryland residents about Prostate Cancer. Prostate cancer is the most common cancer in men and is the second leading cause of cancer deaths in men in the United States. The [American Cancer Society](#) (ACS) estimates that 3,840 men in Maryland will be diagnosed with prostate cancer and 480 will die from prostate cancer in 2016. People all over Maryland are taking part in campaigns supporting Prostate Cancer Awareness and Men's Health Issues.

Current screening guidelines for prostate cancer emphasize the importance of making an informed decision. In May 2012, the United States Preventive Services Task Force (USPSTF) issued a [recommendation statement](#) on the use of prostate-specific antigen (PSA) screening test to find prostate cancer. It concluded that there is moderate certainty that the benefits of PSA-based screening do not outweigh the harms. A man's decision to be screened for prostate cancer should reflect a clear understanding of the possible benefits and harms of the screening test. It is very important that men communicate with their doctors so that they can make an informed choice after taking into consideration the risks and benefits of prostate cancer screening, and their personal values and preferences.

Prostate cancer in its earlier stages often causes no symptoms at all. Signs and symptoms of advanced stages of prostate cancer may include blood in the urine or semen, frequent urination (especially at night), weak or interrupted urine flow, pain or burning during urination, erectile dysfunction, and pain in the back, hips or pelvis that doesn't go away. Men should consult with their health care provider if any of these signs or symptoms occur.

According to the American Cancer Society, age is a risk factor for prostate cancer, and about 6 in 10 cases of prostate cancer are found in men older than 65. Another risk factor is family history of the disease. Having a father or brother with prostate cancer more than doubles a man's risk of developing prostate cancer. African-American men and Caribbean men of African ancestry are also at higher risk for prostate cancer. Although it is not yet known with certainty how prostate cancer can be prevented, having a healthy diet and being physically active may help lower the risk of prostate cancer, while also reducing the risk of other chronic diseases such as heart disease, diabetes, and stroke.

For more information about prostate cancer, call the [\(insert name of local health department\)](#) at [\(insert telephone number\)](#) or contact the 24-hour line of the American Cancer Society's Cancer Information Specialist at 1-800-ACS-2345 (1-800-227-2345).